

WE ARE CONCERNED ABOUT MEDIA BIAS, SINCE
MANY AMERICANS BELIEVE ANYTHING THEY SEE ON
SCREEN OR PAPER OR HEAR ON AIRWAVES! This is
a nation who bought Pet Rocks during a severe
recession in response to heavy advertising!!!! Free
press who have little capital have no chance to
compete with interests who can buy airtime,
magazine and newspaper pages thereby
supporting THEIR OWN INTEREST AND NOT THE
PUBLIC GOOD (That is YOUR job, to
safeguard the public!!) Sinclair Broadcasting's
decision to force their stations to air an anti-Kerry
documentary days before the election is a clear
example of the dangers of media consolidation.
Sinclair uses the public airwaves free of charge, and
is obligated by law to serve the public interest. But
when large companies control the airwaves, we get
more of what's good for the bottom line and less of
what we need for our democracy. Instead of
something produced at "News Central" far away, it's
more important that we see real people from our
own communities and more substantive news about
issues that matter.

Sinclair's actions show why we need to strengthen
media ownership rules, not weaken them. They
show why the license renewal process needs to
involve more than a returned postcard. Thank you.